

## REMARKS

### Pending Claims

In this application, claims 18 and 19 are currently pending. Claims 1-17 have been deleted. Claims 18 and 19 are added by this amendment. Entry of these amendments is respectfully requested.

### Art Rejections

Claims 1-17 were rejected under 35 U.S.C. § 102 and/or 103. Since claims 1-17 are canceled herein, these art rejections are moot.

### New Claims

The Applicant presents new claims 18 and 19 that each recite a system for use in a retail store setting that employs a user-identifier to access information and provide services in a streamlined manner. Claim 18 recites a system that facilitates the use of a digital wallet to make payment, the signing-up for support services and the use of a preferred internet portal at an in-store kiosk. All of these services are accessed via the user's identifier. Claim 19 recites employing the user identifier to connect the user's in-store internet use with loyalty points stored in the system's database.

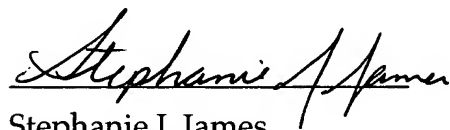
None of the references cited with regard to claims 1-17 show or suggest the recited features. The recitations of claims 18 and 19 are supported by the original specification and no new matter is added.

### CONCLUSION

All of the claims remaining in this application should now be seen to be in condition for allowance. A notice to that effect is earnestly solicited. The Examiner is invited to contact the Applicant's representative at the below-noted telephone number is allowance would be assisted thereby.

Respectfully submitted,  
BEST BUY COMPANY, INC.  
By its attorneys:

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